



WPTV

## ORDER

Print Date 08/21/12

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Flight Dates 08/06/12-08/14/12

Contract / Revision 306869 /

Original Date / Revision  
08/02/12 08/10/12

Advertiser Sullivan / Non / Circuit Court

Agency Cardinal Strategies, LLC

Buying Contact

3901 South Flagler Drive  
Ste 903  
West Palm Beach, FL 33405Primary Account Executive  
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		
Cheryl Beers	%		

Product

Sullivan for County Court Judge

Agency Com 15%

Billing Contact

3901 South Flagler Drive  
Ste 903  
West Palm Beach, FL 33405

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Order Share 100% Market Value 10250

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	22	\$8,712.50	\$10,250.00	96.20	07/30/12	08/14/12	22	\$8,712.50	\$10,250.00
Totals	22	\$8,712.50	\$10,250.00	96.20					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/07/12	08/10/12	M-F 5-6a Today on 5	CM	5-6a	- TWTF - -	:30	3	\$250.00	P-1	1.20	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	- TWTF - -		3			\$250.00			1.20			
N 2	WPTV	08/13/12	08/14/12	M-F 5-6a Today on 5	CM	5-6a	MT - - - -	:30	2	\$250.00	P-1	1.20	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT - - - -		2			\$250.00			1.20			
N 3	WPTV	08/07/12	08/10/12		CM	6-7a	- TWTF - -	:30	3	\$475.00	P-3	3.80	NM	3	\$1,425.00



**WPTV**

Print Date: 08/21/12

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Contract / Revision    **306869**    Flight Dates **08/06/12-08/14/12**

Hiatus Dates

Original Date / Revision    08/02/12/    08/10/12

Order Sep    00:20:00

Advertiser    **Sullivan / Non / Circuit Cou**    Product **Sullivan for County Court J**    Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 6-7a										
				Today on 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	- TWTF - -	3		\$475.00		3.80					
N 4	WPTV	08/13/12	08/13/12	M-F 6-7a	CM	6-7a	M- - - - -	:30	1	\$850.00	FX	3.80 NM	1	\$850.00
				Today on 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M- - - - -	1		\$850.00		3.80					
N 5	WPTV	08/13/12	08/13/12	M-F 7-9a	CM	7-9a	M- - - - -	:30	1	\$900.00	FX	6.20 NM	1	\$900.00
				Today Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M- - - - -	1		\$900.00		6.20					
N 6	WPTV	08/07/12	08/10/12	M-F 5-530p	CM	5-530p	- TWTF - -	:30	1	\$585.00	P-3	5.70 NM	0	\$0.00
				Live on 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	- TWTF - -	1		\$585.00		5.70					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/06/12-08/12/12		M-F 5-530p	5-530p		- TWThF - - - -	:30		<del>(\$585.00)</del>		5.70 NM		
See MG 8.3,8.4,8.5,8.6,8.7 [Higher rated political]														
N 7	WPTV	08/13/12	08/13/12	M-F 5-530p	CM	5-530p	M- - - - -	:30	1	\$650.00	P-1	5.70 NM	1	\$650.00
				Live on 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M- - - - -	1		\$650.00		5.70					
N 8	WPTV	08/07/12	08/10/12	M-F 530-6p	CM	530-6p	- TWTF - -	:30	2	\$425.00	P-3	6.80 NM	6	\$2,025.00
				Newschannel 5 News at 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	- TWTF - -	2		\$425.00		6.80					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/06/12-08/12/12		M-F 530-6p	530-6p		- TWThF - - - -	:30		<del>(\$425.00)</del>		6.80 NM		
See MG 8.3,8.4,8.5,8.6,8.7 [higher dollar political]														
3	NPTV	08/11/12-08/11/12		Sa 6-7a	6-7a		- - - - - Sa - -	:30		\$250.00		6.80 NM		
Ⓜ MG for 6.1,8.1,13.1														
4	NPTV	08/06/12-08/12/12		SA 9-10am Local Special	9-10am		- - - - - Sa - -	:30		\$250.00		2.00 NM		
Ⓜ MG for 6.1,8.1,13.1														
5	NPTV	08/06/12-08/12/12		Early Morning Olympics SU	6-10a		- - - - - Su	:30		\$450.00		6.80 NM		
Ⓜ MG for 6.1,8.1,13.1														
6	NPTV	08/13/12-08/13/12		M-F 4p-5p	4-5p		M- - - - -	:30		\$450.00		3.40 NM		
Ⓜ MG for 6.1,8.1,13.1														
7	NPTV	08/13/12-08/13/12		M-F 3p-4p	3-4p		M- - - - -	:30		\$200.00		0.00 NM		
Ⓜ MG for 6.1,8.1,13.1														
N 9	WPTV	08/13/12	08/13/12	M-F 530-6p	CM	530-6p	M- - - - -	:30	1	\$650.00	P-1	6.80 NM	1	\$650.00
				Newschannel 5 News at 5										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M- - - - -	1		\$650.00		6.80					
N 10	WPTV	08/07/12	08/10/12	M-F 6-630p	CM	6-630p	- TWTF - -	:30	2	\$500.00	P-3	8.60 NM	2	\$1,000.00
				Newschannel 5 News at 6										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	- TWTF - -	2		\$500.00		8.60					
N 11	WPTV	08/13/12	08/13/12	M-F 6-630p	CM	6-630p	M- - - - -	:30	1	\$900.00	P-1	8.60 NM	1	\$900.00



## Hiatus Dates

Order Sep 00:20:00

Advertiser	Sullivan / Non / Circuit Cou	Product	Sullivan for County Court J	Estimate #
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630p											
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	M- - - - -			1		\$900.00		6.80				
N 12	WPTV	08/09/12	08/09/12	Oly M-Su Late News	CM	12a-1235a	---T---	:30	1	\$600.00	P-3	6.50	NM	1	\$600.00
				M-Su Late News/Olympic:											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	---T---			1		\$600.00		6.50				
N 13	WPTV	08/12/12	08/12/12	Oly M-Su Late News	CM	11p-1135p	-----S	:30	1	\$600.00	P-3	6.50	NM	0	\$0.00
				M-Su Late News/Olympic:											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$600.00		6.50				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	08/06/12-08/12/12		Oly M-Su Late News		11p-1135p	-----Su	:30		<del>(\$600.00)</del>		6.50	NM		
				See MG 8.3,8.4,8.5,8.6,8.7 [higher dollar political]											
Totals														22	\$10,250.00